

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION  
AND CESSATION EXECUTIVE BOARD  
MAY 16,2002**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 1:00 p.m., EST, in the 2<sup>nd</sup> floor Conference Room of the ISTA Building, 150 W. Market Street.

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman  
Karla Sneegas, MPH, Executive Director  
Frank Kenny  
Richard Huber, MD  
Robbie Barkley  
Richard Feldman, MD  
Steven Jay, M.D.  
Matt Steward for Steve Carter (Ex-Officio)  
Janet Corson, for John Hamilton (Ex-Officio)  
Robert Keen, PhD  
Michael Blood, MD  
J. Michael Meyer  
Steve Simpson, MD  
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)  
James Jones  
Alice Weathers  
Dr. Greg Wilson, Vice Chairman (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Cecilia Williams  
Arden Christen, DDS  
Diane Swanson, NP

The following Executive and Advisory Board members were not in attendance:

Mohammad Torabi, PhD  
Peggy Voelz  
Patricia Hart  
Alan Snell, MD  
Olga Villa Parra (Advisory Board)  
Heather McCarthy (Advisory Board)  
Bennett Desadier, MD (Advisory Board)  
Steve Montgomery (Advisory Board)  
Nadine McDowell (Advisory Board)  
Robert Arnold (Advisory Board)  
Diane Clements (Advisory Board)

Kate Taylor (Advisory Board)  
Steven Guthrie (Advisory Board)  
Kiki Luu (Advisory Board)  
Kay Wheeler (Advisory Board)

Agency Staff in attendance:

J.D. Lux, Deputy Director & General Council  
Anita Gaillard, Director of Community Programs  
Celesta Bates, Chief Financial Officer  
Miranda Spitznagle, Director of Program Evaluation  
Phil Lehmkuhler, Director of Contract Management & Human Resources  
Kristen Kearns, Administrative Assistant  
Dan Morgan, Regional Program Director for Southeastern Indiana  
Lori Peterson, Regional Program Director for Minority Communities  
Jack Arnett, Regional Program Director for Northern Indiana  
Mary Lowery, Regional Program Director for Central Indiana  
Karen O'Brien, Regional Program Director for Southwestern Indiana  
Lorien Morgan, Intern  
Ryan Ingram, Intern

Agency Staff not in attendance:

Becky Haywood, Executive Administrative Assistant

Others in attendance:

Jill Richardson, MZD  
Harry L. Davis, MZD  
Derek Sublette, Baker & Daniels  
Margaret Davidson, MZD  
Sara Connor-Brown, MCHD  
Kathy Lutz, IU  
Dru Szozerra, ACS  
Debi Hudson, IU NDP  
Alan Backler, Sanders Group  
Susan Sheridan, Martin University  
Anne Privette, MCHD  
Sarah Renner, TSI  
Kelly Alley, Smoke Free Indiana  
Jack Halloran  
Jeff Statesman, INAN  
Kara Mitchell, American Red Cross  
Mike Pitts, IPCA  
Gurinder Hohl, MCHD

Mr. Farris called the meeting to order and asked for corrections on the minutes from the March meeting. Dr. Blood noted a correction on page 4. "Boys and Girls Club of Indianapolis" should have been "Boys and Girls Club of Indiana". Motion to approve minutes from the March meeting as revised made by Dr. Blood. Seconded by Mrs. Barkley. Motion approved.

Mrs. Bates gave a financial report for the month of April 2002. Motion to approve the financial report as given made by Dr. Blood. Seconded by Dr. Simpson. Motion approved.

A report for funding recommendations was given by Mrs. Gaillard. Mrs. Gaillard recommended one community partnership for approval and six community partnerships for approval with modifications.

Community Based Partnership Applications Recommended for Approval:

Union – Community Care in Union County, Inc.

Community Based Partnership Applications Recommended for Approval with Modifications:

Carroll – Carroll County Health Department  
Marshall – Women's Care Center  
Morgan – Prime Time of Morgan County  
Spencer – Lincoln Hills Development Corporation  
Steuben – Drug Free Steuben

Two Minority-based Partnerships were recommended for approval on with modifications.

Minority Based Partnership Applications Recommended for Approval with Modifications:

Grant – Minority Health Coalition of Grant County  
Vigo – Minority Health Coalition of Vigo County

A motion to approve the above listed counties was made by Dr. Keen. Seconded by Dr. Simpson. Motion approved. Mrs. Gaillard noted that 83 of the 92 counties have been approved, some with modifications. Also noted, was that we have nine counties allocated for minority funds that we have yet to hear from.

Evaluation Committee Report

Dr. Jay provided a report from the Evaluation Committee. The American Institute for Research presented a draft of the evaluation plan, and the status of important evaluation activities. Also, the Evaluation Committee recommended that the board allocate up to \$100,000 a year, for up to two years, from the evaluation budget, to contract with individuals experienced in cancer registry activities. The individuals would be responsible for assisting ISDH with their cancer registry activities, and assist ITPC with surveillance activities. The allocation of these funds would be contingent upon ISDH having the funds allocated to tobacco settlement dollars to the Cancer Registry. Motion to approve the evaluation committee's recommendation made by Mr. Farris, seconded by Dr. Keen. Motion approved.

### Action Items:

#### Sponsorships:

Mrs. Sneegas stated that a proposal for partnership has been presented to ITPC from the IMAX Theater and White River State Park. ITPC has met with this organization twice to talk about a partnership proposal. The new State Museum, which is linked together with the IMAX Theater, is set to open by the end of May and will be doing outreach programs to schools around the state. The proposal includes producing a five-minute video on our youth message that would air before every film that is shown at the IMAX Theater for educational groups. We would also be able to distribute our educational materials and messages on site. They anticipate that they will be reaching roughly 60,000 youths, ranging from third grade to eighth grade. Motion to approve sponsorship to the IMAX Theater and The White River State Park made by Dr. Keen, seconded by Mr. Kenny. Motion approved.

### Organization and Project Reports:

Bruce Bryant, Promotus Advertising, discussed ITPC's first Town Hall Meeting, regarding "The Dead Truth About Tobacco" at Martin University, featuring Dr. Robert Robertson. Dr. Robertson is considered an authority on racial disparity issues related to tobacco use. The meeting also included a great, distinguished panel of civic leaders and politicians.

Ms. Davidson, MZD, passed out an overall marketing plan. She discussed the three strategic message platforms. "The tobacco industry profits from death", "Tobacco hurts society and it hurts me", and "There is something I can do about it".

Ms. Davidson also spoke about the Youth Summit that was held April 19<sup>th</sup> through April 21<sup>st</sup>. The summit was a great success. Over 250 youth attended. The students and adults attended workshops during the day to educate them on how to do something in their own communities. Some of the youth had the opportunity to star in a new anti-tobacco commercial. There was a great deal of media coverage, and during the closing session the youth unveiled their new tobacco prevention movement brand for Indiana. The movement will be called "Voice", which is the Indiana youth fighting against big tobacco.

### Legislative Update:

Mr. Lux gave a legislative update. The Legislature reconvened this week in Special Session, and the House Ways and Means committee met May 15<sup>th</sup> to discuss HB1001. The high points for us on the tobacco issues is that the cigarette tax would go up 39 ½ cents per pack, totaling a 55 cent tax per pack. Mrs. Sneegas testified in front of the Ways and Means Committee on the cigarette tax issue as well as Dr. Feldman.

### Training Report:

Mrs. Sneegas gave the Training Report. A Training and Event Calendar handout was provided, which listed all events coming up through August 21<sup>st</sup> for ITPC. Mrs. Sneegas noted that the board would be updated on all training meetings.

Mrs. Sneegas also gave the following staff updates. We have five new staff members.

- Jack Arnett – Regional Director for Northern Indiana
- Mary Lowery – Regional Director for Central Indiana
- Dan Morgan – Regional Director for Southeastern Indiana
- Karen O'Brien – Regional Director for Southwestern Indiana
- Lori Peterson – Regional Director for Minority Programs

Mrs. Sneegas noted that all Regional Directors have already visited at least 10 to 12 of their counties. She also introduced our two new summer interns:

- Lorien Morgan
- Ryan Ingram

Also, Mrs. Sneegas noted that ITPC has recently provided funding for an event with the American Indian Center, the sponsorship was provided to Brett Dennis for May 10, 2002.

Mr. Lux presented an award on behalf of the ITPC at the Tar Wars poster contest and illustrated the winning posters.

The May 16, 2002 Executive Board meeting was adjourned at 2:55 p.m., EST, by Mr. Farris.